



A VINTAGE FESTIVAL

SATURDAY, SEPTEMBER 28, 1968



PACIFIC LOCOMOTIVE ASSOCIATION and CALIFORNIA-NEVADA RAILROAD HISTORICAL SOCIETY announce a rail excursion to the wine country. Come with us to Sonoma, and participate in the colorful festival of the harvest. Events include blessing of the crop at historic Mission Sonoma, farthest north of Padre Junipero Serra's chain of twenty one California missions, winery tours, parades, band concert, folk dance programs and much more.

Upon departure from Oakland 16th Street, colorfully-costumed young people from the festival committee will pass thru our air-conditioned, streamlined train to distribute souvenir packets which will include the full schedule of activities in Sonoma. They will be pleased to answer all questions about Sonoma and the festival. As we roll along the shores of San Francisco and San Pablo Bays, you may wish to partake of the breakfast selections available in the Automatic Buffet Car in the center of the train. As we cross the huge drawbridge over Carquinez Strait or climb the grade between Suisun and Napa Jct. you might venture up to the baggage car with its open (and barred) doors to view the scenery or to listen to the throb of the diesel engines.

Bringing up the rear of the train for your pleasure will be the venerable solarium lounge car No. 653 belonging to the Bay Area Electric Railroad Assn. This car, which will offer beverage service as well as scenery, formerly saw service on Western Pacific's Exposition Flyer, predecessor of the California Zephyr. On this trip it will be on foreign track, as our train will traverse the Southern Pacific from Oakland to Schellville, an old village just northwest of Vallejo, where it transfers to the Northwestern Pacific, whose slogan is "Never Without Public Regard". If you join with us on this festive occasion, the festival committee and the trip sponsors will do all possible to adhere to that motto!

SCHEDULE

Leave:	San Francisco (3rd St.)	8:00 a.m.
Leave:	Oakland (16th St.)	8:30 a.m.
Leave:	Berkeley (University Ave.)	8:39 a.m.
Leave:	Richmond (McDonald Ave.)	8:48 a.m.
Arrive:	Sonoma	10:45 a.m.
Leave:	Sonoma	4:45 p.m.
Arrive:	Richmond (McDonald Ave.)	6:42 p.m.
Arrive:	Berkeley (University Ave.)	6:51 p.m.
Arrive:	Oakland (16th St.)	7:00 p.m.
Arrive:	San Francisco (3rd St.)	7:30 p.m.

To: Victor Du Brutz
314 - 15th Street
Oakland, California 94612

TE 2-7373

Please send me _____ full fare tickets at \$8.00 each and
_____ half fare tickets at \$5.50 (for children 6 thru 12
years). I will bring _____ children under 6 years.

Name _____

Street _____

City _____ State _____ Zip _____

(I enclose stamped, self-addressed envelope for mailing of tickets.)

314 - 15th Street
Oakland, California 94612

Lost

MR. Westler -
Westler
415 - 981-1700
EX 2720

Return to Helen Fernandez

415 - 655-3729



PIOCHE PILGRIMAGE

LABOR DAY WEEKEND TOUR

**Saturday, August 31 to
Monday, September 2, 1968**



Join members and friends of the *California-Nevada Railroad Historical Society* and *Pacific Locomotive Association* on a deluxe weekend tour to the historic mining camps of Southern Nevada. From air-conditioned train and bus, revel in the past glory of the fabulous towns of the 1870's such as Pioche, Panaca, Jackrabbit, Bristol and Bullionville. Listen for the long-gone sounds of the silver-producing stamps from Raymond & Ely, the Magnet, the Bowry and the Meadow Valley Mills. Imagine, if you can, the whole area teeming with people, drays, railroads, buildings and tents; everyone going to and from the unbelievably wealthy silver mines bearing colorful names such as Prince, Half Moon, Jackrabbit, Lightner and Mandha.

While we can't get there anymore via the Caliente and Pioche RR (it is still there in the form of a UP branch, but hauls freight only), we don't have to bounce and jounce on the Gilmer & Salisbury Stages either. We will board our comfortable, air-conditioned Pullman cars at San Francisco's Third Street station just prior to an 8:25 a.m. departure on August 31 for a scenic ride down California's Coast on the well-known Southern Pacific "Coast Daylight", arriving at Los Angeles at 6:15 p.m. There will be ample time for a fine dinner in the City of Angels while our sleepers are transferred to Union Pacific's Fast Mail No. 6, departing at 11:15 p.m.

Next morning we awaken on the Nevada desert and prepare to detrain at Las Vegas for an early breakfast while our cars are switched out of the train. After satisfying our hunger we again board No. 6, but this time in a special block of coach seats, as we proceed up picturesque Meadow Valley Wash to Caliente, the Gateway to Pioche. Here we begin our Pilgrimage in earnest, as we transfer to our comfortable, air-conditioned motor coach for a tour of the mining camps. We may look for signs of the long-abandoned Pioche Pacific, Pioche & Bullionville, the electric line of the Pioche Mines Co. and many others, and listen in vain to hear the little narrow gauge shays of the Pioche Pacific's Hill Line as they "stutter" their way up the grade with their little hopper cars of valuable ore, or to hear the sound of the creaking skips in the shafts.

But all reverie must cease and we are again whisked away, back to the present and the "new bonanza" city of Las Vegas, where we will have ample time to enjoy a fine dinner and to partake of the "Nevada Attractions" for which the city is famous. It is here we once again board our friendly Pullmans for a welcome night's sleep. You will probably awaken on the world-reknown Tehachapi Loop, for our cars are now on Southern Pacific's San Joaquin Daylight and are due to arrive at Oakland 16th St. at 5:15 p.m.; from here busses will quickly take passengers to San Francisco, to end an altogether too brief Pilgrimage to the past!

To: Arthur Lloyd
974 Pleasant Hill Road
Redwood City, Ca 94061

Please reserve me _____ tickets for the Pioche Pilgrimage at \$130.00 each. I (we) desire _____ Roomette(s), _____ Bedroom(s) (double occupancy only).

Name _____

Street _____

City _____ State _____ Zip _____

ask their board if they're donating their 25% to success of the festival

BOOTH AGREEMENT

Between the Valley of the Moon Vintage Festival of Sonoma and the

Sonoma Community Center

(Name of Organization)

hereinafter referred to as the Operator.

Operator hereby requests permission to conduct the following activity

Train rides

during the Vintage Festival

Operator agrees to make a down payment of \$25 with this application and not later than 1 August 1968. Then, within 30 days after the Festival, Operator agrees to furnish the Festival Board with a profit and loss statement and to donate to the Festival 25 per cent of the net earnings. The \$25. down payment will be figured as part of the net earnings, and in case of a net loss, the \$25. will be refunded on a proportionate basis.

Further the Operator agrees to:

must have ins. by org. - V. Fest. as a named insured

1. Furnish with this application a drawing or description of the proposed booth detailing size, design, area required and mechanical or utility hookups needed.
2. Provide, transport, erect, operate, dismantle and remove any facilities or equipment as requested.
3. Assume all liability arising from the handling and/or operation of this activity.

The Vintage Festival Association asks that every effort be made to design and decorate booths with the central theme of the Festival ----- early days in Sonoma -- in mind. Appropriate costumes should be worn by booth attendants. Operators are asked to outline their plans and intentions toward achieving this goal when submitting this application.

Submitted by Jerry Carson - DATE 7-30-68

Address Elm. Way & Means Committee PHONE _____

Sonoma Community Center
East Napa St. Sonoma

Recommendation of Planning Committee ☒ DATE 8/6/68

Action of Vintage Festival Board ☒ DATE 8/7/68

The center wishes to sponsor the same Train ride as last year. The only booth is a small ticket booth, consisting of four sides & large enough for one person, no decorations. The train will transport people from the Playa, out past the Community Center, stopping to let people out for the (ones)

flower show, etc. and then down
East Napa St. to Fourth St. East, left
to Sebastiani Winery (you stop to let
out passengers.) and down again St
to ~~1st~~ ^{1st} St East, (past the Mission) & turn
left onto 1st St. East. & back to the
Ticket booth, located beside the
Plaza near the intersection of 1st St
East. & East Napa St., but next to
the sidewalks, so as to not interfere
with traffic. This is the same
plan & train, etc., as last year
at the Vintage Festival, and we
of help in both offering entertainment
for the young, but transportation
for all. —

1. Please fill out gross income and expense and expenditures and have club treasurer and president sign in appropriate places.

2. Mail one copy to V.F. Assoc. at Sonoma C. of C. with a check for the balance due based on the following formula:

Gross income less expense = Net. Due A.C.C. ... 25% (N. for Acctg. less 25% = bal due V.F.)

3. Upon receipt of check and form we will verify completion of the obligation and return signed form to you for your record.

5. Performer's tickets worth 25¢ each will be deducted from your balance due as a refund... please accept them from any performer presenting them. Tickets will be stamped "banquet!"

TO Sonoma Community Center

The Vintage Festival board of directors has approved your application for a Train rides booth for the 1968 Vintage Festival.

The Vintage Festival Association asks that every effort be made to design and decorate booths in keeping with the central theme of the festival ---- Early Days in Sonoma --- in mind. Appropriate costumes (colorful, modern, or period styles) should be worn by booth attendants.

Bunting will be provided by the Vintage Festival Association so that booth facades will have a uniform appearance in keeping with the festival theme.

The Vintage Festival Board and the authorized body of the Sonoma Community Center enter into the following accounting ORGANIZATION NAME agreement for tabulation of dues recoverable for the concession.

The final balance due will fall due on September 1, of the year of the festival.

Down Payment <u>\$25.00</u>	Received <u>8/7/68</u>
Gross Income _____	25% of N. on A. _____
(--) Expenditures _____	(-) Deposit _____
(Net For Acctg.) _____	(-) Refunds _____

Signed _____ Treas.
(_____)
Club

Bal. Due to
V.F. Assoc. _____
Rec'd in Paym't _____

_____ Pres.
(_____)
Club

_____ VF Treas.
_____ VF Pres.

Date: _____

NORTHWESTERN PACIFIC RAILROAD COMPANY

REDWOOD EMPIRE ROUTE

SAN RAFAEL, CALIFORNIA 94901

IN REPLY PLEASE REFER TO

C. E. NEAL
VICE PRESIDENT AND GENERAL MANAGER

April 15, 1969

Mrs. John W. Switzer
Valley of the Moon Vintage Festival Assn., Inc.
P. O. Box 285
Sonoma, CA 95476

Dear Mrs. Switzer:

I have your letter of April 11 concerning your annual Vintage Festival at Sonoma and your desire to include a Bay Area train trip as you did last year. Am very happy that the train trip was considered a success and that apparently there is some enthusiasm on the part of your members for another trip this year.

As a matter of information, the Pacific Locomotive Association which sponsored the trip in 1968 has again requested a special train movement from Oakland to Sonoma on September 27 on a tentative basis; however, I am forwarding a copy of your letter to Mr. R. M. Jochner, Passenger Traffic Manager. No doubt you will hear from him in the near future.

You may be assured that we will cooperate as we have always done in the past.

Very truly yours,

C. E. Neal

Richmond. —

- 1) Mrs. Greis - accordionist*
- 2) Student group to pass out flyers. - girls to*
- 3) Train holdup.*
- 4) Publicity - local + elsewhere*
- 5) Bus to train*
- 6) One way riding from for people*
- 7) Electric Railroad Assn*

April 11, 1969

Northwestern Pacific Railroad Co.
San Rafael, Calif

Attn C.E. Neal.

Dear Mr. Neal.

We are again making plans for our annual
Vintage Festival and would like to include
the special Bay Area train trips which was
held last year. It was considered a success
and was again greeted with enthusiasm
when the idea was mentioned at our meetings
organization meetings. The festival

The festival is Sept 27th + 28th of this
year and if you consent to furnish the
train, I hope we can ~~mutual~~ work mutually
towards publicity and promotion.

Thank you ^{group} for your cooperation in
the past and looking forward to such cooperation
again.

Sincerely yours

Judy O. Surtzer

Publicity Chairman

Received reply
April 15, 1969
expect letter

Sent April 11, 1969

PLA - Charles Heimerling -
Southern Pac Freight Cms Office
TE 2-2121
ex 44757

Cal Nevada His

Eldon Lacey (Lover)
Oakland Crocker Art Bldg (Freeliefman)
Oakland (home)
OL 2-9195

Train Trip - 8:30 San Jose

Dudley Westler

9:45 - Oakland - SF

11:30 pm. Sonoma

Henry
Luna

Transport.

Chamber of Commerce
Vintage Festival Comm. - assume finan.
respon.

Guarantee 50 many Sonoma people

4 "

420 fares @ \$5.50

last out of Oakland

San Jose - originate

5% higher if pick up in SF.

Assisting us -

Can't take financial loss.

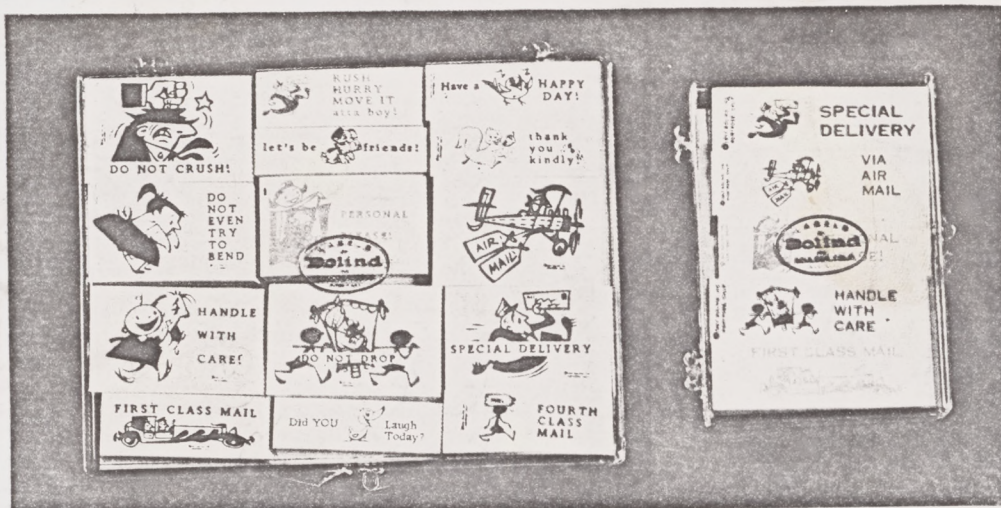
Relevant tomorrow -

Yu 1-1700

ext 2720.

Busses -
family plan.

Southern Pacific



NO. 700 JIM DANDY \$13.50 Dozen Cartoons by Al Hubbard, former Disney artist. A colorful assortment of red, green, orange, blue and purple . . . 14 books of 50 each (700 in all) padded and packed in a 3½x4½ inch plastic box. \$2.25 list. Net \$13.50 dozen. Shp. wt. 2 lbs. Order No. 700.

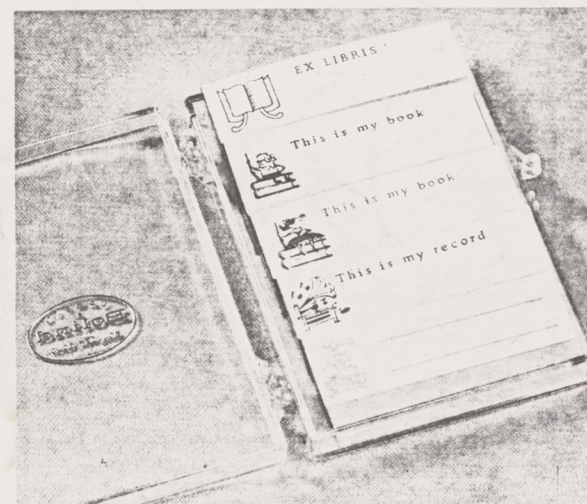
NO. 500 JIM DANDY—\$6 Dozen—Smaller version of No. 700 with 100 each of 5 in 5 colors. List is \$1. Net \$6 dozen. Shp. wt. 2 lbs. Order No. 500.

ALL ARE PRE-PRICED—EACH BOX HAS A LOOSE INSERT (IN THE BACK) WITH RETAIL PRICE AND RE-ORDER NUMBER. IT CAN BE EASILY REMOVED IF DESIRED.

COLLECTION LABELS range from "gentle" to "tough". Printed in black ink on white non-curling gummed paper 1¾" long. 100 of each, 400 total. Packed in a re-usable plastic box. \$1.50 retail. Order #COL, \$9. dozen net. Shipping weight, 2 lbs.

HANDSOME AIRMAILS Four pads of airmails (200) and 50 Personal Pleases. List is 75¢ the box. 1¾" long on non-curling white gum. Order #250, \$4.50 dz. Shp. wt. 1 lb. Same in red and blue on GOLD gummed paper, \$1.50 retail. Order #250-G, \$9. dz. Shp. wt. 1 lb.

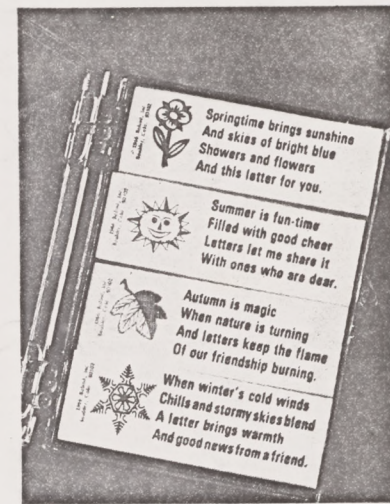
FIVE CHEERS \$6. dozen One of our most popular stock label packs. 100 each of five in blue, orange, red, brown and green. Labels are 1¾" long. Order No. 5C, list \$1. net, \$6. dz. Shp. Wt. 2 lbs.



OWNER'S KIT—\$6 Dozen—A new pack of "write-in" labels to identify family items. **RECORD** label is red; **KITCHEN** label is gold ink; boy, girl, and family **BOOK** labels are brown, green, and blue ink. All on white gummed paper 1¾" long. 100 of each, 500 in all, list is \$1. Net \$6 dozen. Shp. wt. 2 lbs. Order No. OK.

ALL BOLIND STOCK LABELS ARE PACKED IN CLEAR PLASTIC BOXES (MINIMUM ORDER IS ONE DOZEN—BUT IT CAN BE 6 OF ONE AND ½ DOZ. OF ANOTHER.)

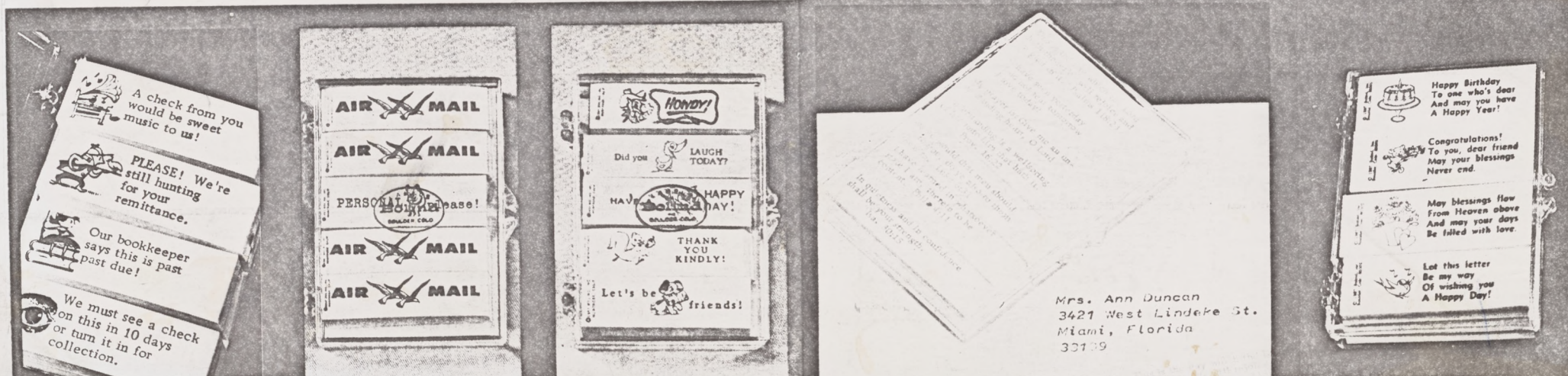
NO. 300 GOLDEN WORDS—Printed in gold ink on white gummed paper 1¾" long. 50 each of 6 inspirational messages. List is \$1.00 Net \$6.00 dozen. Shp. wt. 1 lb. Order No. 300 (Protestant) or No. 300-C (Catholic version).



FOUR SEASONS labels for letters, envelopes, or cards. Printed in colors shown. Labels are 2" x ¾" prox. and printed on non-curling gummed paper. 50 of each come in a neat plastic box to retail for \$1. \$6 dz. net, shp. wt., 2 lbs. Order #4-S.

FRIENDLY FOUR. For letters, envelopes, cards. Printed in colors shown. Labels are 2" x ¾" approx. on non-curling gummed paper. 100 of each to retail for \$1.75. Order #FF, \$10.50 dz. Sh. wt. 2 lbs.

Bolind of Boulder, Colorado 80302



Mrs. Ann Duncan
3421 West Lindeke St.
Miami, Florida
33139

Southern Pacific Company

65 MARKET STREET, SAN FRANCISCO CALIFORNIA 94105

PHONE 362-1212

IN REPLY PLEASE REFER TO

R. M. JOCHNER
PASSENGER TRAFFIC MANAGER
L. H. MONK
ASSISTANT PASSENGER TRAFFIC MANAGER
C. E. FERGUSON
SPECIAL REPRESENTATIVE
G. V. HOUSMAN
SPECIAL REPRESENTATIVE

PH-60785

April 28, 1969

Dudley Westler

Mrs. John W. Switzer
Valley of the Moon Vintage Festival Assn., Inc.
P. O. Box 285
Sonoma, California 95476

Dear Mrs. Switzer:

This will acknowledge your letter addressed to the
Northwestern Pacific Railroad regarding your annual Vintage
Festival at Sonoma.

A copy of your letter has been forwarded to the
Pacific Locomotive Association which is sponsoring this
tour that you have in mind, and no doubt you will hear from
them in the near future.

Very truly yours,

L. H. Monk

Northwestern Pacific Company

65 MARKET STREET, SAN FRANCISCO, CALIFORNIA 94102

PHONE 223-1212

91-00785

April 23, 1962

Mrs. John W. Whitaker
Valley of the Moon Vintage Festival, Inc.
P.O. Box 285
Sonoma, California 94976

Dear Mrs. Whitaker:

This will acknowledge your letter addressed to the
Northwestern Pacific Railroad regarding your annual Vintage
Festival at Sonoma.
A copy of your letter has been forwarded to the
Pacific Locomotive Association which is sponsoring this
year that you have in mind, and no doubt you will hear from
them in the near future.

Very truly yours,